

ORDER



Orders	Order / Rev:	677682
	Alt Order #:	06112538
	Product Desc:	NRSC 2012
	Estimate:	
	Flight Dates:	10/31/12 - 11/06/12
	Original Date / Rev:	10/12/12 / 10/12/12
	Order Type:	Political

WUSA

Primary AE:

Aaron Ashe

Sales Office:

T-WAS

Sales Region:

NAT

Agency	Name:	Strategic Media Services/ POL
	Buying Contact:	<hr/>
	Billing Contact:	<hr/>
		3299 K ST., NW Suite 200
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broad
Billing Cycle:	EOM/
Agency Commission:	15%

Advertiser	Name:	National Republican Senatorial Comm
	Demographic:	A25-54
	Product Codes:	IS-Candidate/US Senate,IS-Issue/Non
	Priority:	P-2
	Revenue Codes:	AGY, GEN, POL

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/29/12	11/06/12	45	\$84,500.00	\$71,825.00	November 2012	45	\$84,500.00	\$71,825.00	0.00
					Totals	45	\$84,500.00	\$71,825.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe	T-WAS	NAT	Start Of Order - End Of Order	100%

Aaron Ashe T-WAS NAT Start Of Order - End Of Order 100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	10/31/12	11/02/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	-- WTF --	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-- WTF --		3	\$500.00		0.00						
2	WUSA	10/31/12	11/02/12	CBS This Morning CBS This Morning	CM	7-9a	-- WTF --	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-- WTF --		3	\$300.00		0.00						
3	WUSA	11/03/12	11/03/12	8-10a Sa CBS This Morn@M CBS This Morning: Saturday	CM	8-10AM	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----S-		1	\$300.00		0.00						
4	WUSA	11/04/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----S		1	\$2,500.00		0.00						
5	WUSA	10/31/12	11/02/12	10-11a Let's Make a Deal	CM	10-11a	-- WTF --	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-- WTF --		3	\$350.00		0.00						
6	WUSA	10/31/12	11/02/12	Price Is Right The Price is Right	CM	11a-12p	-- WTF --	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-- WTF --		3	\$800.00		0.00						

Order / Rev: 677682
Alt Order #: 06112538
Flight Dates: 10/31/12 - 11/06/12

Advertiser: National Republican Senatorial Committee

Product Desc: NRSC 2012

WUSA

Estimate:

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 Alt Order #: 06112538
 Flight Dates: 10/31/12 - 11/06/12

Advertiser: National Republican Senatorial Committee

Product Desc: NRSC 2012

WUSA

Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
27	WUSA	11/05/12	11/05/12	4-5p Dr. Phil	CM	4-5p	M-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	M-----		1			\$700.00		0.00				
32	WUSA	11/05/12	11/05/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	M-----	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	M-----		1			\$2,200.00		0.00				
35	WUSA	11/05/12	11/05/12	Mon Prime C Hawaii Five-0	CM	10-11P	M-----	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	M-----		1			\$10,000.00		0.00				
Totals														45	\$84,500.00